BUSINESS MATTERS

SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

Social Media Marketing: Facebook

Fourth in our series on social media marketing for small business.

Networking is a powerful marketing tool for any business. Any business grows through connections made. Until the advent of social networking websites, business owners usually networked face-to-face at local Chamber or club meetings.

> **www.facebook.com**
> a social networking tool that connects you exponentially with friends of friends

With online access, businesses can now

INSIDE THIS ISSUE

Small Business FAQs

> Where do I get a business license?
>
> How do I register a fictitious name?
>
> Where can I find marketing lists?

Starting a small business means asking a lot of questions! There are so many things to think about in launching a new venture.

To save the business owner time and make startup a bit easier, the Library created a special FAQ section of the Business Matters web portal. It is devoted entirely to your frequently asked business questions.

tap into the marketing power of social networking sites like Facebook. Getting your business onto Facebook allows you to connect with friends who know you, but even better, with friends of friends and friends of those friends.

Take a look at how companies are using this tool on:
http://www.facebook.com/marketing

Make it work for you. Set up a profile for your business that echoes your brand and stays in line with your business objectives. Then start connecting with those you know. The object is not hard-core promotion, but building a group of "friends or fans" and earning their trust.

On its own, word of your company will spread. "Friends" or fans of your business will multiply. And, that is what viral marketing is all about.

Check out the book Facebook Marketing for Dummies at your library.

A business database
Premium Info Available Free Online

*NewsBank** is a content rich database of *free full-text articles* from newspapers worldwide, including 500+ U.S. newspapers & 25 newspapers in Florida.
Research the **Orlando Sentinel** back to 1985.

Go to
www.seminolecountyfl.gov/library/business
Click into Business Databases, *NewsBank*

How to do Facebook:
✓ Set up a business account or personal Profile. Make sure your Profile tells your business story, highlights what you really want to market.
✓ Add tools & apps & ads that enhance.
✓ Make fans of everyone you know and can find on Facebook.
www.facebook.com

Last call:
Small Business Seminars
Business Startup 101
Business Plans 101
April 12ᵗʰ and 19ᵗʰ at Central Branch

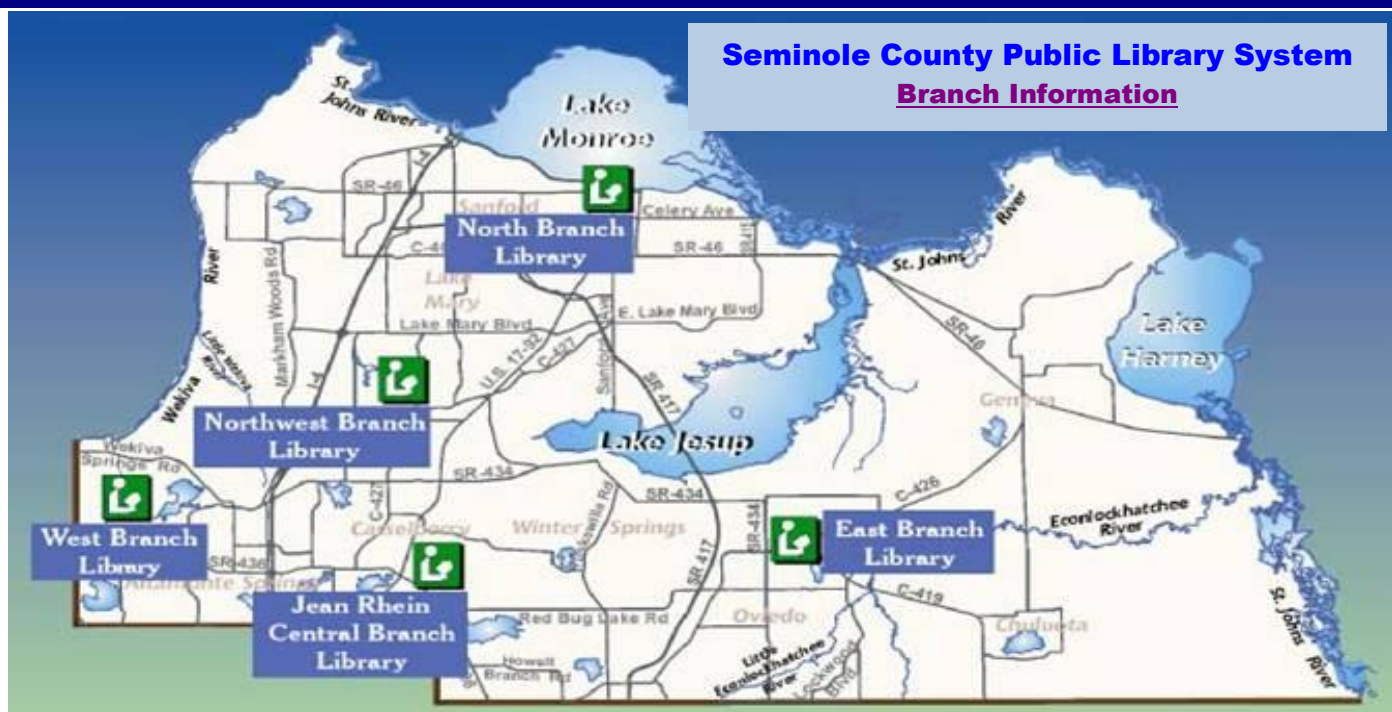*A joint venture with the Small Business Development Center at Seminole Community College. **Online Registration***

U.S. Small Businesses FUN FACT!
Did you know…
that entrepreneurship among Boomers is growing? Those age 50 and up comprise 40% of the self-employed.
www.score.org

Seminole County Public Library System
Branch Information

FAQs continued from page 1

Calendar of Events
*Register Online

April 12th Monday, 6-7:30 pm
Business Startup 101*
Central Branch – Casselberry

April 19th Monday, 6-7:30 pm
Business Plans 101*
Central Branch - Casselberry

Over 2500 entrepreneurs have attended our small business seminars since Spring 2005!

We'd like to know how you are doing. Look for our short online survey in your email!

You'll find small business Frequently Asked Questions in English & Spanish!

Check out the top questions asked by startup owners and then see the answers along with plenty of links to more information.

Take a look at some of the FAQs and answers:

Business Matters FAQs

Business Matters Preguntes Frecuentes

Seminole County Public Library System
Monday – Thursday, 9:00 am - 8:00 pm
Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm

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